

Contact

Contact

If you have any comments or questions regarding this guide – don't hesitate to get in touch with us!

Åsne Graver

Leder, Marked & CRM

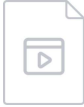
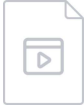
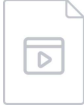
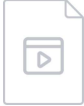
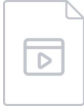
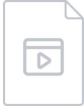
+47 48 122 078

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Templates

Powerpoint



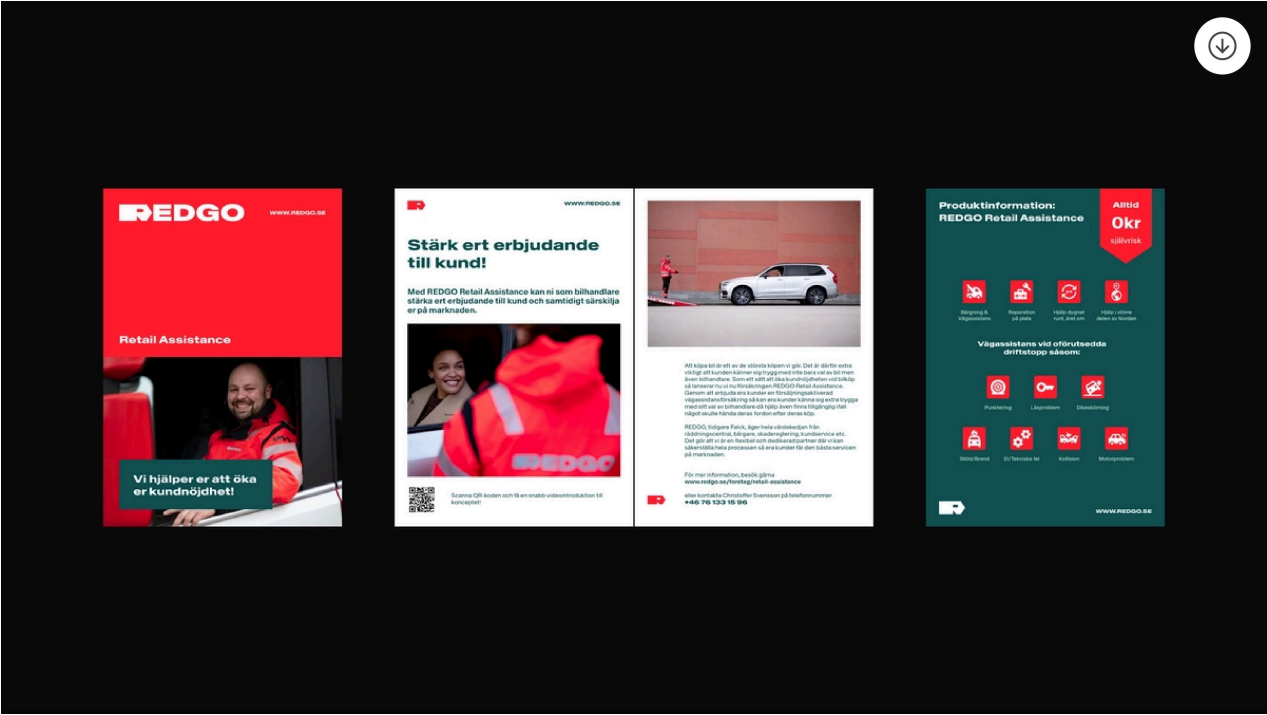
 Redgo_ee.potx 548 KB - potx	 Redgo_fl.potx 551 KB - potx
 Redgo_it.potx 518 KB - potx	 Redgo_no.potx 566 KB - potx
 Redgo_powerpoint.potx 559 KB - potx	 Redgo_se.potx 554 KB - potx


Word Template




Invoice

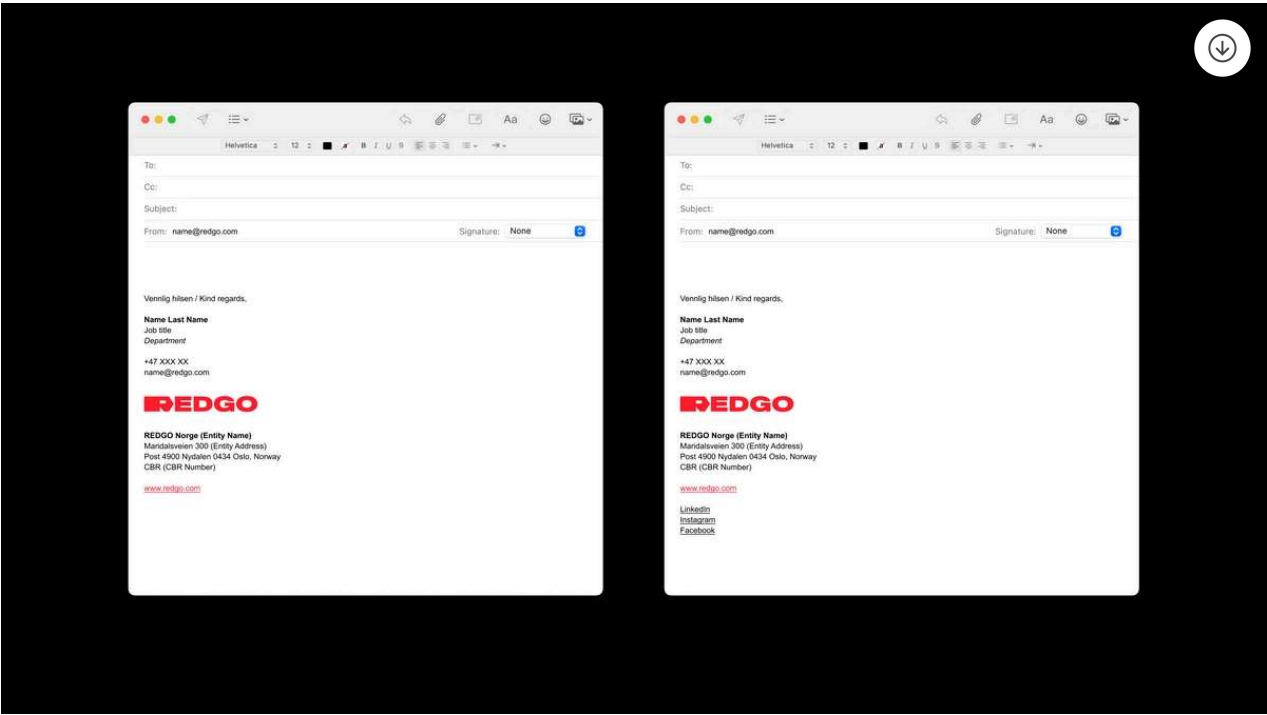
Brochure Template



 **1-Tungbil Assistance.zip**
23 MB - zip

 **2-Retail Assistance.zip**
23 MB - zip

Email signature



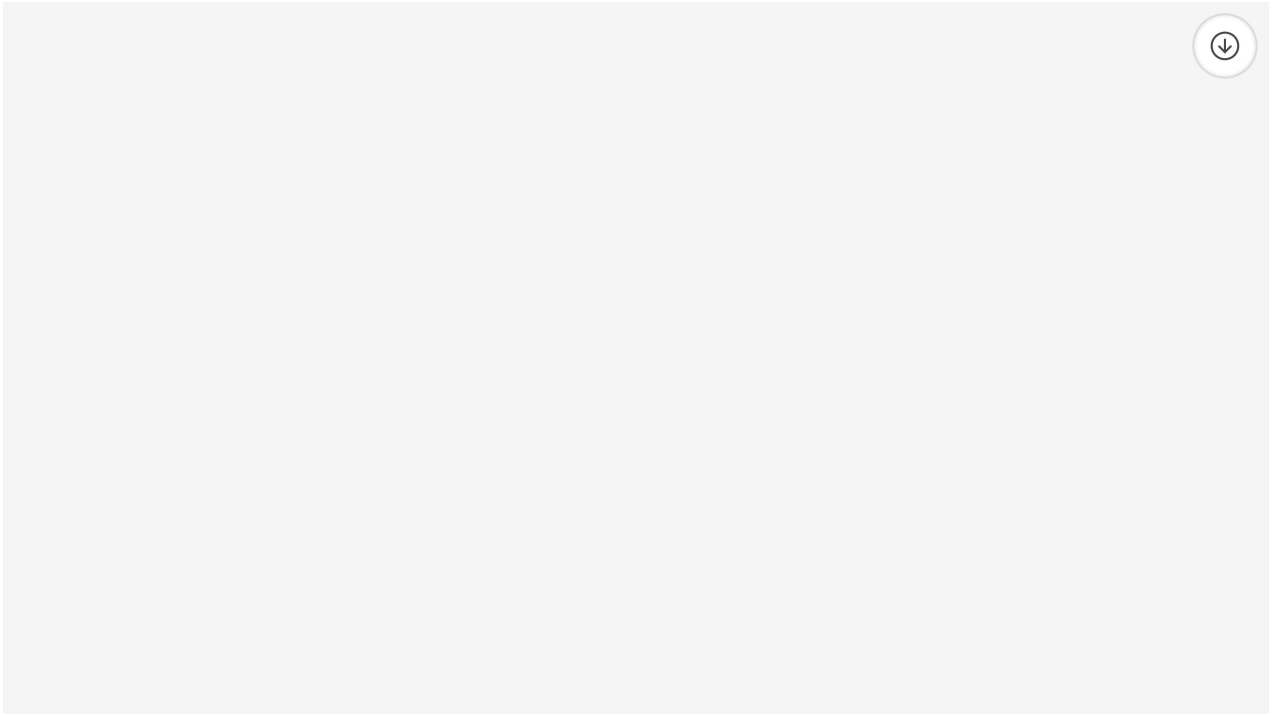
Screen Saver



Alternative 1



Alternative 2



Animation

Teams Background



Preview alternative 1



Preview alternative 2



Preview alternative 3

You can find all the different options for the team's background in this file

 <p>Teams Background.zip 2 MB - zip</p>	
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Business card

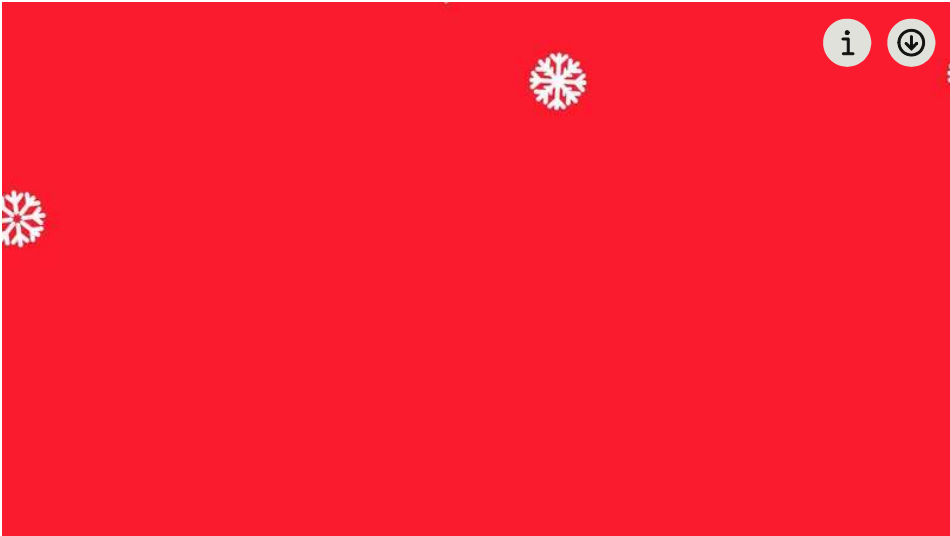


Two versions of business card. With and without address.



Business card example

Christmas Card



Print

Uniforms



Uniform



Uniform with job function

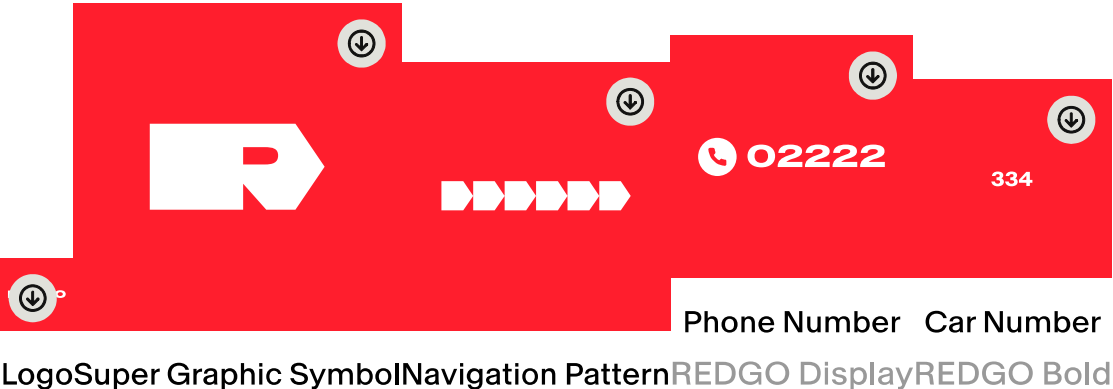
Car design

When designing the cars, try to create a clear and simple design. Always adhere to local regulations, even if it impacts the design.

The Guidelines are principals to be followed for a coherent brand look. Adjustments for unique car types needs to be done in a manner where the final design is close to the examples in this manual.

No non-brand elements are allowed.

Brand elements

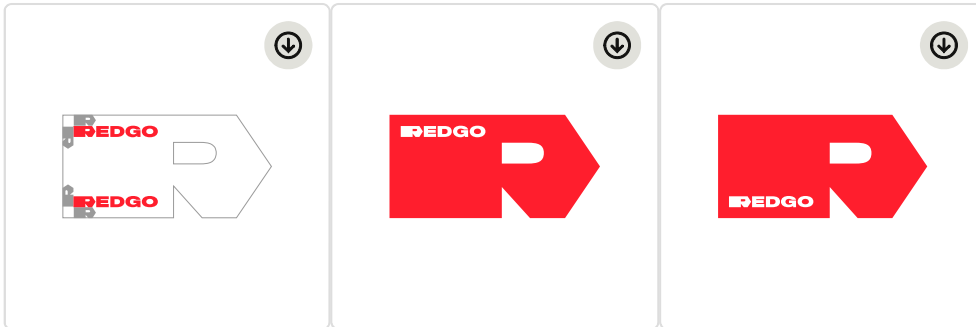


Super Graphic Symbol

The Super Graphic Symbol can be used with the logo inside. Either in top or lower corner. The logo can be adjusted in size depending on car type.

Follow the rules for minimum distance and optimally sized as examples. Logo should always be placed in the left side of the R.

The Super Graphic can be expanded in width to fit certain panels and doors.



Super Graphic Symbol Super Graphic Symbol Super Graphic Symbol

Minimum Distance

Top Logo

Low Logo



Expanded Super Graphic

Expand only on the rectangular / back side



Co-Branding Elements

Where there is need for co-branding, the following rules should be used:

- REDGO branding is the dominant.
- Always use the REDGO font. No own fonts or logos are allowed.
- Look at examples for placement.

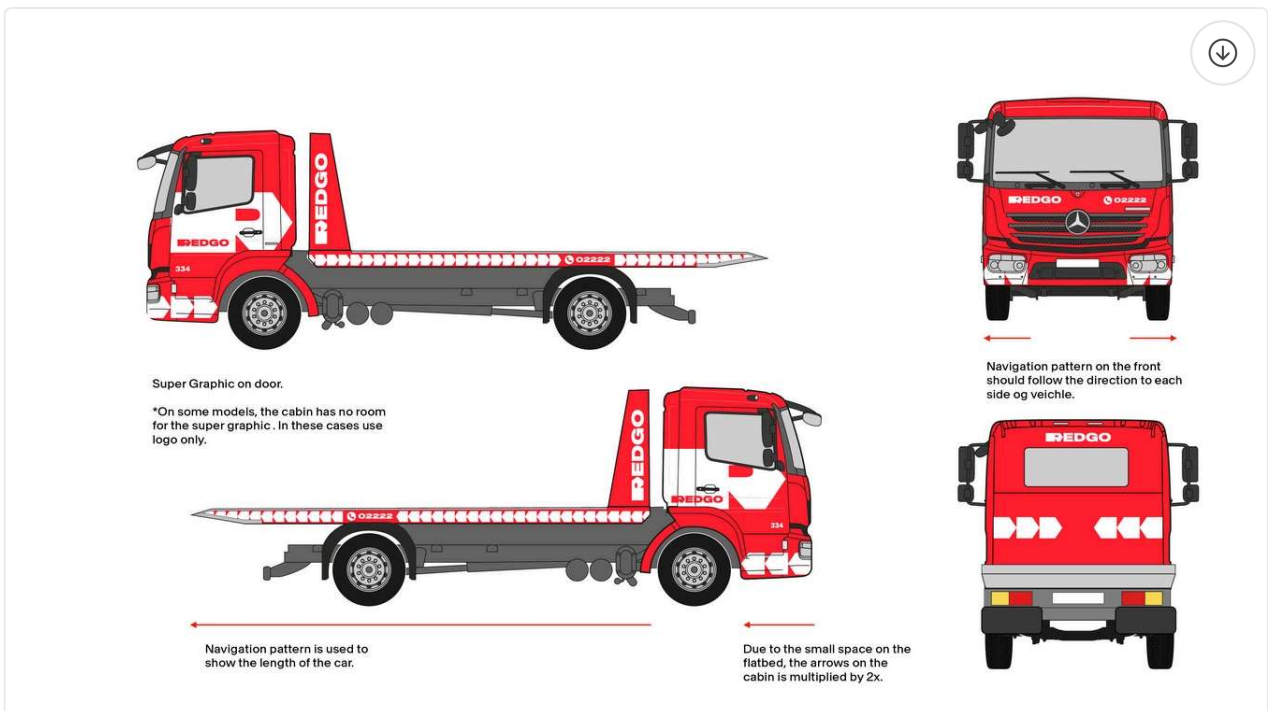


Co-Brand Typography Co-Brand Example

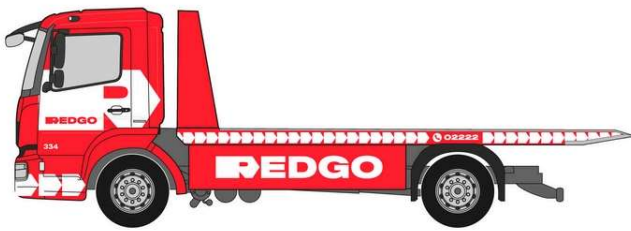
REDGO Display

REDGO Display

Flatbeds



Flatbed



The vertical logo can be replaced or used together with logo on tool box.

Flatbed Tool Box



When a reflective line needs to be placed due to regulations, the navigation pattern should be scaled down to fit.

Flatbed Reflective Line



Co-branding can be placed either on side or in front of cabin. Font to be used for co-branding is REDGO Display.

Flatbed Co-Branded



Front



Back



Design Principles Flatbed



Apply the super graphic with logo on the side of the door / front of cabin

The logo inside the super graphic should only be left out if it is not applicable due to handles etc.

REDGO

Apply the logo on the vertical side of the cabin, front, roof and also the back of the cabin. Also on bigger toolboxes.



Apply the navigation pattern on the flatbed all the way through.

02222

Apply the correct phone number on flatbed. Always use icon in front of number. Phone number is written with REDGO Display

334

Car number is written with REDGO Bold, place them on lower part of door.

STAVANGER

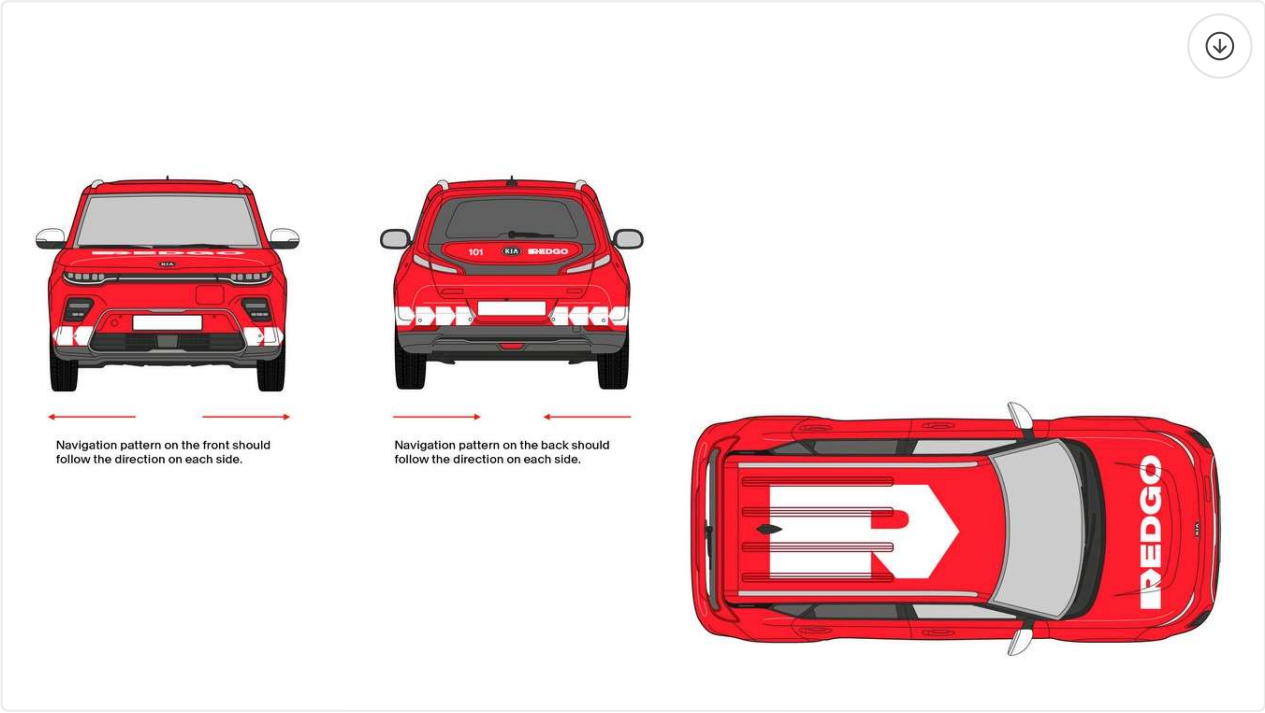
Co-Branding or local name is set in REDGO Display.

Flatbed Design Principles

Sedan



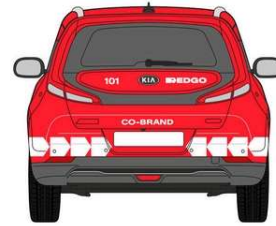
Sedan



Sedan

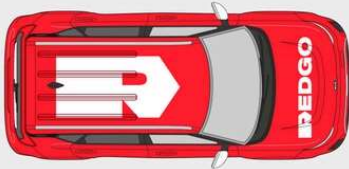


Co-branding can be placed either in the front or the back on the side of the car depending on car model. Dominant logo must be REDGO. Font to be used is REDGO Display.



Where co-branding has no room to be placed on sides, it can be placed on the rear end of the car.

Sedan Co-Branding



Design Principles Sedan



Apply the Symbol R on the roof of the car.



Apply the Logo on as the prominent element on the side of the body, and also the hood. Logo also apply on the back side of the car.



Apply the navigation pattern on the all the way along the bottom of the car.



Apply the correct phone number on the side of the hood. Always use icon in front of number. Phone number is written with REDGO Display



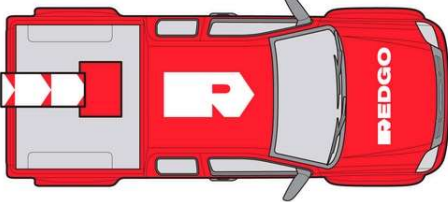


Car number is written with REDGO Bold, place them on lower part of door.



Co-Branding or local name is set in REDGO Display.

Sedan Design Principles

Integrated



Navigation pattern is used to show the length of the car.

View from the top
Apply logo on the hood

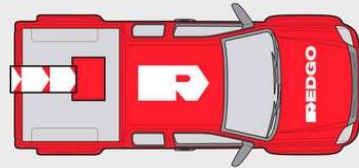
Integrated



Navigation pattern is used to show the length of the car.

Integrated

Apply the logo on the hood



Design Principle Integrated



Apply the Symbol R on the roof of the car.



Apply the Logo on as the prominent element on the side of the body, and also on the hood.



Apply the navigation pattern on the fleet all the way through.



Apply the correct phone number on the back of the car. Always use icon in front of number.



Car Number is written with REDGO Bold, place them on the top front side of the body.

Integrated Design Principles

Heavy Duty



Navigation pattern is used to show the length of the car.



Heavy Duty



Heavy Duty Co-Branding



Heavy Duty Co-Branding 2



Alt 01
Primary Design



Alt 02
Co-Branded option

Design Principles Heavy Duty



Alt 01. Apply the Super Graphic with logo on the side of the front of cabin. Expand width to fit cabin. Same width on both sides.

Alt 02. Apply the Symbol R with logo on the side of the body



Alt 01. Apply the Logo on body, front, back and roof

Alt 02. Apply the Logo on door, front, back and roof



Apply the navigation pattern on the bottom all the way through.



Apply the correct phone number on back of car. Always use icon in front of number. Local heavy duty number is set in REDGO Display on top of cabin



Car number is written with REDGO Bold, place them on lower part of door.



Co-Branding or local name is set in REDGO Display. Apply left aligned to Logo on sides.

Heavy Duty Design Principles

Inspiration



Sculptural



Arrow element



Overlap



Texture



Light for attention



Layers



Images for reference only

Here are some inspirations on how we can develop the signage system that is not in our current environment. These inspirations can encourage us to create different forms of signage and look into other materials for production.

Outdoor

Facade



Loose red 3D letters. With our without light



Application



Reference

Panels



Panel signage example

Foil



White logo foil on building

Flag



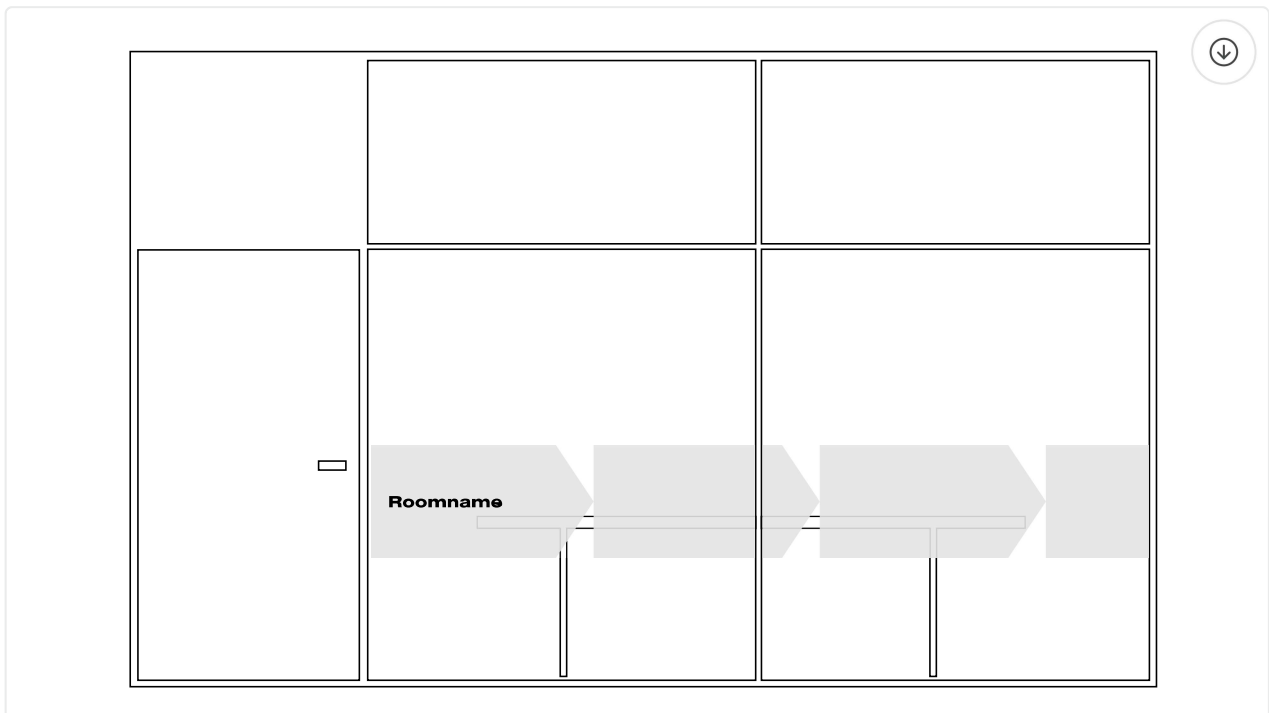
Alternative 1



Alternative 2

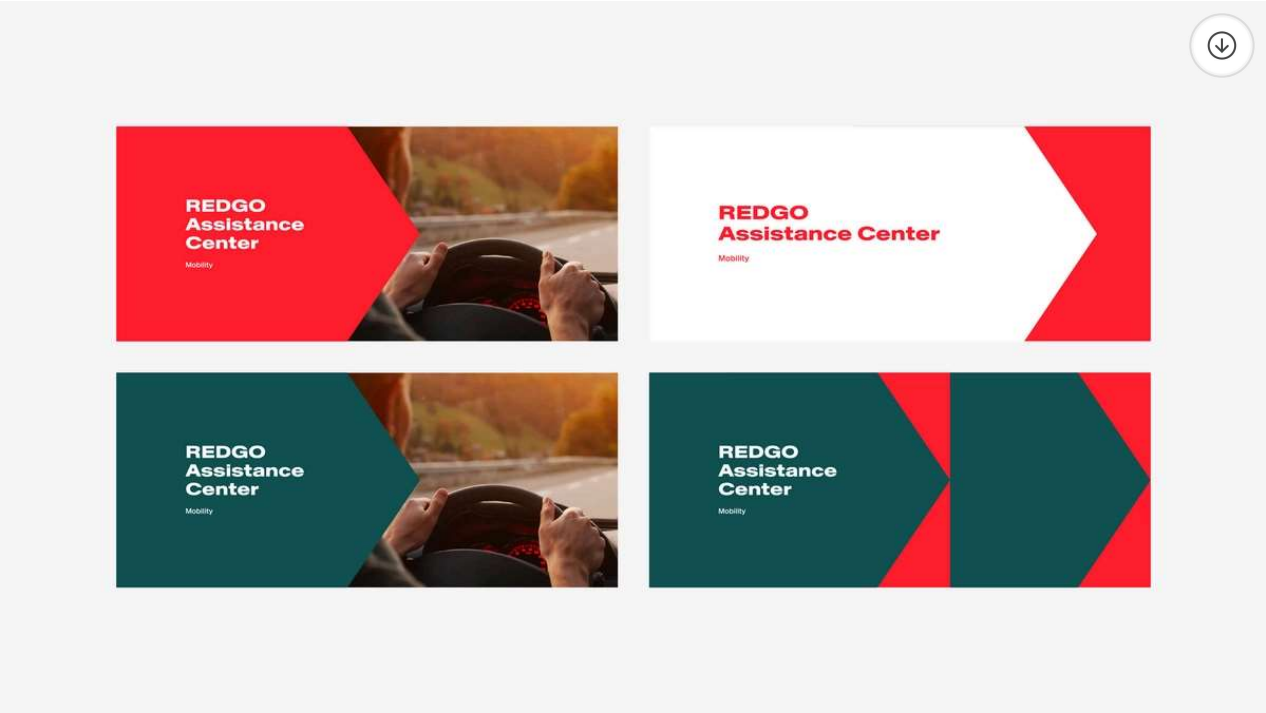
Indoor

Window foil

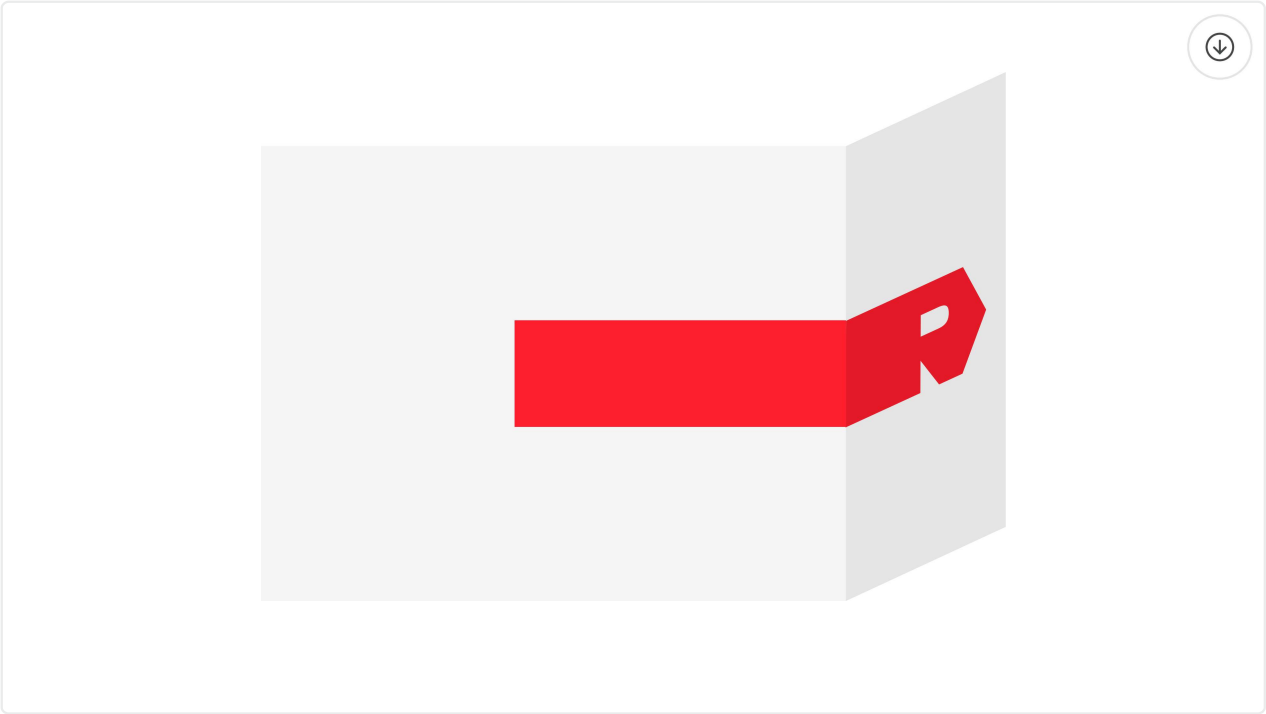


Using the graphic element for window foil in meeting room.

Branded Walls



Branded wall examples using our graphic element



Graphic element applied around corners



Receptions



Loose white 3D letters placed on wall. With or without light



Signage used on wall in Reception/entrance area

Clothes

Cap



Cap Embroider

Beanie



Beanie
Red

Beanie
Black

T-shirt



T-shirt
Front

T-shirt
Back

Hoodie



Hoodie
Front

Hoodie
Back

Office Material

Pen



Pen

Notebook



Notebook

Totebag



Totebag
Front

Totebag
Back